

INVENTOR FINDS PARTNER FOR NEW PLANTING PRODUCT

ABOUT GODSWAY ENTERPRISES INC. God's Way Enterprises (GWE) is a family-owned business founded by Michele and Max Morton in Clinton, Mississippi. Michele is the inventor of TheMaxBit, a patented tool that makes it easy to dig the perfect hole for planting containerized plants every time.

THE CHALLENGE. Although they had a working prototype and patent in hand, Michele and Max had no experience in manufacturing. Their dream was to bring TheMaxBit to market, with the long-term goal of turning it into an ongoing business that could provide income for missions or be sold at a substantial profit. Michele approached InnovateMEP Mississippi, a NIST MEP affiliate, for assistance in finding a domestic manufacturing partner to produce the tool.

MEP CENTER'S ROLE. Based on an initial review of the design and assessment of manufacturing requirements, InnovateMEP identified Orman Welding and Fabrication in West Point, as a possible manufacturing partner for GWE. Orman is custom manufacturer that had worked with InnovateMEP on several early-stage projects. The two companies struck an agreement after InnovateMEP set up a meeting, and Orman started producing an initial batch of 100 small (4") units for production and market testing. More orders quickly followed, and TheMaxBit went from a patented idea to a fully-realized product line.

GWE and Orman quickly manufactured and distributed more than 2,500 units of TheMaxBit. During the early production runs, the partners worked together to perfect the product design and improve quality and manufacturability. Later orders included a larger (6") version and an extension rod, and TheMaxBit is now offered at local and regional garden retailers, and online at Houzz.com, and Walmart.com.

"When I look back over the last ten months, I am amazed at what we have been able to accomplish in such a short time. With help from InnovateMEP Mississippi we have gone from a dream to the reality of a quality manufactured product being offered in multiple market channels."

-Michele Morgan Morton, Owner/Inventor

RESULTS



Developed **1** fully-realized product line: TheMaxBit



Produced more than **2,500** units



TheMaxBit now sold locally, regionally, and online

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Mississippi Manufacturers Association

